

(2) USE A METHOD OF MARKETING THAT FAILS TO DISCLOSE IN A CONSPICUOUS MANNER THAT A PURPOSE OF THE METHOD OF MARKETING IS SOLICITATION OF INSURANCE, AND THAT CONTACT WILL BE MADE BY AN AGENT OR CARRIER; OR

(3) KNOWINGLY MAKE A MISLEADING REPRESENTATION OR AN INCOMPLETE OR FRAUDULENT COMPARISON OF POLICIES OR CARRIERS TO INDUCE A PERSON TO LAPSE, FORFEIT, SURRENDER, TERMINATE, RETAIN, PLEDGE, ASSIGN, BORROW ON, OR CONVERT A POLICY OR TAKE OUT A POLICY WITH ANOTHER CARRIER.

REVISOR'S NOTE: This section is new language derived without substantive change from former Art. 48A, § 649.1.

Defined terms: "Agent" § 1-101

"Carrier" § 18-101

"Insurance" § 1-101

"Long-term care insurance" § 18-101

"Person" § 1-101

"Policy" § 1-101

TITLE 27. UNFAIR TRADE PRACTICES AND OTHER PROHIBITED PRACTICES.

SUBTITLE 1. GENERAL PROVISIONS.

27-101. PURPOSE OF TITLE.

THE PURPOSE OF THIS TITLE IS TO REGULATE TRADE PRACTICES IN THE BUSINESS OF INSURANCE IN ACCORDANCE WITH THE INTENT OF CONGRESS EXPRESSED IN THE MCCARRAN-FERGUSON ACT, 15 U.S.C. §§ 1011 THROUGH 1015, BY DEFINING, OR PROVIDING FOR THE DETERMINATION OF, ALL TRADE PRACTICES IN THE BUSINESS OF INSURANCE IN THE STATE THAT ARE UNFAIR METHODS OF COMPETITION OR UNFAIR OR DECEPTIVE ACTS OR PRACTICES AND BY PROHIBITING THOSE TRADE PRACTICES.

REVISOR'S NOTE: This section is new language derived without substantive change from former Art. 48A, § 212.

The reference to the "McCarran-Ferguson Act, 15 U.S.C. §§ 1011 through 1015" is substituted for the former reference to the "Act of Congress of March 9, 1945 (Public Law 15, 79th Congress, ch. 20, 50 U.S. Stat. at Large 33)" to use the short title of the Act and the commonly used citation for that Act.

Defined term: "Insurance" § 1-101

27-102. UNFAIR TRADE PRACTICES PROHIBITED.

A PERSON MAY NOT ENGAGE IN THE STATE IN A TRADE PRACTICE THAT IS DEFINED IN THIS TITLE AS, OR DETERMINED UNDER THIS TITLE TO BE, AN UNFAIR METHOD OF COMPETITION OR AN UNFAIR OR DECEPTIVE ACT OR PRACTICE IN THE BUSINESS OF INSURANCE.